

**values
Attitudes
and
Behaviors**

Overview

- Define Values, Attitudes, Behaviors and Beliefs
- Explain the importance of beliefs, values and attitudes
- Explain the value system and the significance of the socialization process.
- Explain Louis Rath's seven value criteria.
- Explain cognitive dissonance and ways to reduce it.

Definitions

- **Values: Are attitudes about the worth or importance of people, concepts, or things.**
- **Values influence your behavior because you use them to decide between alternatives. They form the basis of how we see ourselves as individuals, how we see others and how we interpret the world in which we live.**

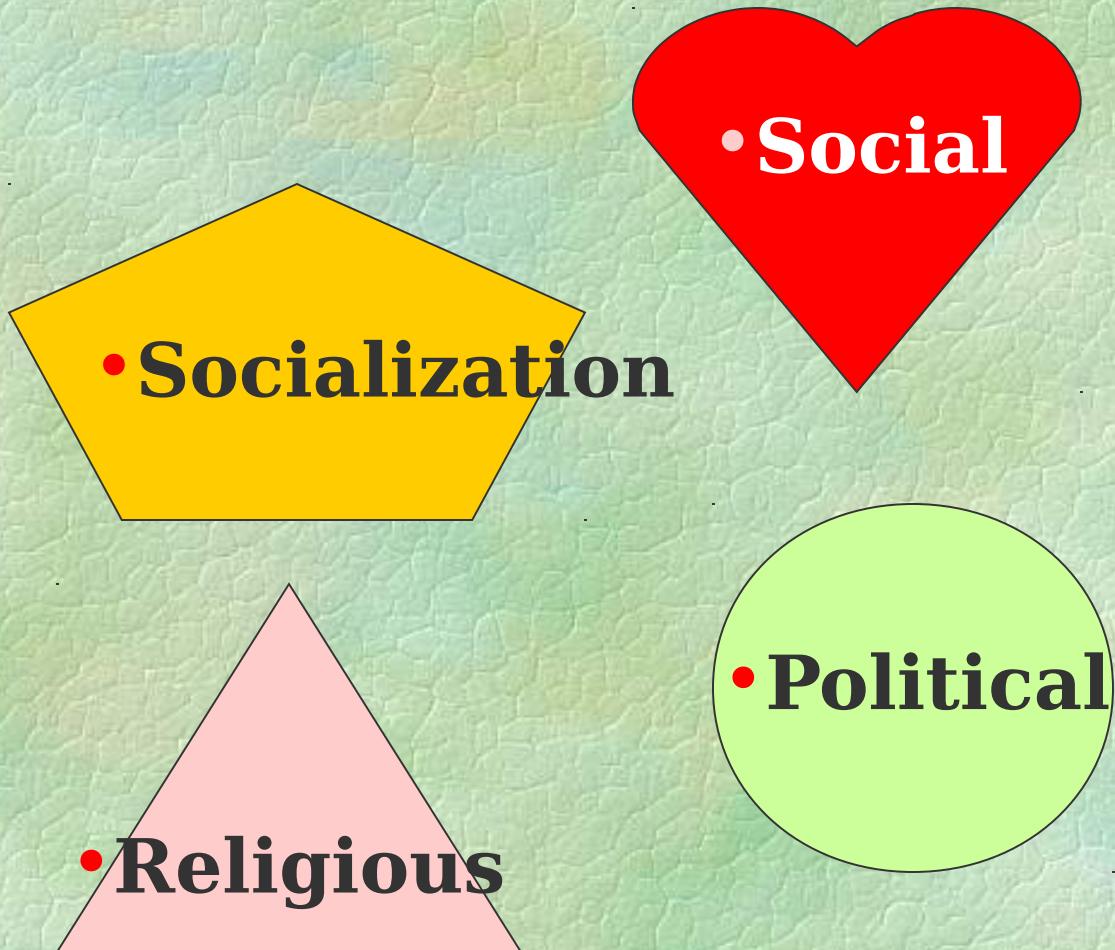
United States Army *Values*



Loyalty
Duty
Respect
Selfless-Service
Honor
Integrity
Personal Courage

The Categories of Values

- Personal
- Economic



Louis Rath's 7 Criterias for Value

- **Choose Freely**
- **Choosing from Alternatives**
- **Choosing after thoughtful consideration**
- **Prizing and Cherishing**
- **Affirming**
- **Acted upon**
- **Repeated**

Attitude

- **Attitude**: A state of mind or feeling with respect to some matter; a disposition.

Cannot be seen or touched.

Characteristics of Attitude

- Difficult to measure
- May create inflexibility and stereotypes
- Often indicated by behavior
- Formed largely from the continuous process of socialization
- Positive or negative implications

Behavior

- **Behavior**: is the result of a person's reaction to a situation, group, or a person.
- A Group behavior is a an extension of individual behavior.

Betari Box Model



Definitions

- Cognitive Dissonance: A state of internal tension that results from an inconsistency between one's knowledge, belief, opinion, attitude, or feelings about the environment, oneself or ones' behavior.

Methods to Reduce Cognitive Dissonance

- **Avoidance**
- **Denial**
- **Change**

Beliefs

- **Beliefs**: are assumptions or convictions as true about some thing, concept or per

Norms

- **Norms**: are the rules or laws normally based on agreed-upon beliefs and values that members of a group follow to live in harmony. Norms can be divided into one or two categories Formal and Informal

Summary

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